

FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date 7/24/96

Number of pages including cover sheet 5

*DELETE
CROSSED
OUT*

ACCO UNITS

*Completed
8/7/96
MW*

To: Irvington Tobacco
Mel Baskin

From: Lanny Wolfe

Phone _____
Fax Phone 201-332-6966

CC: Sean Cleordin
Mikil McHugh

Phone 908-225-4774
Fax Phone 908-417-9076
Voice Mail 800-757-8255
Ext.48795

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Enclosed is the information you will need to work the August VAP promotion. Please pack each display with 1 carton each of Dorat 77100s, Dorat L1100s, Dorat UL1100s, and Dorat LPM100s and add to normal order for each account on the attached VAP list beginning August 1st

You will be credited with approximately \$865.00 if displays are packed and automatically sent out to accounts on the attached list by August 31st.

If you have any questions please let me know.

Thanks.

Lanny

51850 2932

R. J. Reynolds Tobacco Company
AUGUST '96 VAP PROMOTION

Account: **IRVINGTON TOBACCO Acct. #305520**

Brand Promotion		Doral Free Match Tin & Matches W/2-Pack Purchase	
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Display Packing	12,000 15213 15213 16213 15213	1 ctn DoralFF100 98015 1 ctn DoralL100 - 98115 1 ctn DoralUL100 98215 1 ctn DoralLM100 98315
Allocation (cs)		2-12M case DoralFF100 2-12M case DoralL100 2-12M case DoralUL100 2-12M case DoralLM100

Displays 109

Date Product Recvd 8/1/96

Display Assembly (timing) Immediately

Displays Shipped to Retail -procedures required to receive .08 per ctn Category II payment:	Send displays automatically to accounts on attached list beginning 8/1/96	Please cross out any account that refuses promotion and return list to RJR
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You will be credited with the following
estimated August monthly Category II
payment if all displays are sent to accounts
on attached list by August 31st:

\$865.00*

Packing and
shipping payment if
packing is
completed within 2
weeks:

28.00 per 12M case of
Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this \$

Note:

- ① Send 1 display to each account on attached VAP list.
- ② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51850 2933

WHOLESALE : 3050 LIVINGSTON TOR. CO. <DIRECT>

TEMPLATE : DORA MATCH TIN

TEMPLATE SEQ : 0002

SALES LABEL : 12XX X

VAP TEMPLATE LISTING

 96-05-11
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TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER
122103	122628	585446	A/B MINI MART	1124 WASHINGTON ST	HOBOKEN	NJ	07030	1			
122104	122629	877139	4AM CONVENIENCE	4 KEARNY AVE	KEARNY	NJ	07032	1			
122606		683177	LEVI'S FOOD MARKET	1394 LEVING ST	RAHWAY	NJ	07065	1			
122608		273060	ALEX LIQUOR	300 GRANT AVE	E NEWARK	NJ	07102	1			
122608		572259	ATHENIA WINE & LIQUOR	634 VAN HOUTEN AVE	CLIFTON	NJ	07013	1			
122107		480088	AVENUE EXPRESS	428 KEARNY AVE	KEARNY	NJ	07032	1			
122104	122629	368987	BAVER'S LIQUOR	739 WESTSIDE AVE	JERSEY CITY	NJ	07306	1			
122606		275542	BAYONNE DELI & THING	546 KENNEDY BLVD	BAYONNE	NJ	07002	1			
122502	122621	531630	BERGEN DELI	27 W. 1ST ST	BAYONNE	NJ	07002	1			
122603	122622	974690	BERGEN NEWS	145 BLAINFIELD AVE	BERKELEY HEIGHT	NJ	07922	1			
122608		457777	BOBBY LIQUORS	383 VALLEY RD	CLIFTON	NJ	07013	1			
122101		197	BORON MARKET	14 HILLIARD AVE	EDGEWATER	NJ	07020	1			
122607		400935	BROUGHTON DELI	81 BROUGHTON AVE	BLOOMFIELD	NJ	07001	1			
122101		271174	CAR BEVERAGES COM	91 W PALISADE AVE	ENGLEWOOD	NJ	07631	1			
122104	122629		C-TOWN	855 BERGEN AVE	JERSEY CITY	NJ	07306	1			
122104	122629		CENTRAL AVENUE LIQ	210 CENTRAL AVE	JERSEY CITY	NJ	07307	1			
122104	122629		CITY GROCERY	3418 JOHN F KENNEDY	JERSEY CITY	NJ	07307	1			
122608			CONVENIENCE PLUS	295 BLOOMFIELD AVE	MONTCLAIR	NJ	07042	1			
122103	122628		DAVIS STATIONERY	638 WASHINGTON ST	HOBOKEN	NJ	07030	1			
122108		684785	DE LAILA FOOD INC.	7416 BERGENLINE AVE	NORTH BERGEN	NJ	07047	1			
122603	122628	619223	DEOUNT LIQUOR	304 GLENWOOD AVE	BLOOMFIELD	NJ	07003	1			
122104		703254	DOWNTOWN NEWSSTAND	164 NEWARK AVE	JERSEY CITY	NJ	07302	1			
122103	122628	650328	DRUG EXPRESS	1000 WASHINGTON STRE	HOBOKEN	NJ	07030	1			
122103	122628	244142	HAGLE LIQUORS INC.	126 PASSAIC ST	PASSAIC	NJ	07055	1			
122101	122225	509781	ENCLEWOOD SUNOCO	137 W STATE RT 4	ENGLEWOOD	NJ	07631	1			
122608	122625	407943	EMXON #32260	481 CENTRAL AVE	NEWARK	NJ	07107	1			
122104		511953	FINE PAPE	555 WESTSIDE AVENUE	JERSEY CITY	NJ	07304	1			
122104		273024	FINE GROCERY, INC.	772 HARRISON AVE	HARRISON	NJ	07029	1			
122101	122628	627855	FLORIDA LIQUORS	7405 BROADWAY	NORTH BERGEN	NJ	07047	1			
122104		400322	FOREVER YOURS CARDS	246 BROAD AVE	PALISADES PARK	NJ	07650	1			
122104	122628	374593	GARDEN ST. NEWS	628 NEWARK AVE	JERSEY CITY	NJ	07106	1			
122104		107	GARDEN STATE NEWS	3501 KENNEDY BLVD	JERSEY CITY	NJ	07306	1			
122607	122628	374593	GARDEN STATE NEWS	454 BROADWAY	BAYONNE	NJ	07002	1			
122101	122225	955583	GARDEN STATE NEWS	1020 LENOIR AVE	JERSEY CITY	NJ	07024	1			
122101	122225	955583	GARDEN STATE NEWS	1020 LENOIR AVE	FORT LEE	NJ	07024	1			
122101	122628	944248	GARDEN STATE NEWS	666 ANDERSON AVE	CLIFFSIDE PARK	NJ	07010	1			
122101		275475	GENOLTA DELI	216 BROADWAY	BAYONNE	NJ	07002	1			
122101		600115	GRITTY GAS	3200 KENNEDY BLVD	UNION CITY	NJ	07087	1			
122522			GLENWOOD CONFECTION	154 GLENWOOD AVE	BLOOMFIELD	NJ	07003	1			
122521			GOLDYS CARDS & GIFT	757 BROADWAY	BAYONNE	NJ	07002	1			
122628		270592	HATSEY DRUGS	160 WALLEY ST	NEWARK	NJ	07103	1			
122529	058906		HARRY'S DELI CORP	56 BOMERS ST	JERSEY CITY	NJ	07107	1			

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VAP TEMPLATE LISTING

305520 IRVINGTON TOS. CO. <DIRECT>

WHOLESALE

TEMPLATE

TEMPLATE SEQ

: 0002

SALES LEVEL

: 12XXXX

TERM	RTAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER
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122103	122628	033726	HOBOKEN DAILY NEWS	500 WASHINGTON ST	HOBOKEN	NJ	07030	1			
122103	122628	687457	HOBOKEN GRC. INC.	1108 WASH ST.	HOBOKEN	NJ	07030	1			
122104	122627	434279	JERSEY FARM LIQUORS	2983 JOHN F KENNEDY	JERSEY CITY	NJ	07306	1			
122104	122627	417048	JERSEY FARMS	2983 JOHN F KENNEDY	JERSEY CITY	NJ	07306	1			
122104	122629	591513	JOE'S DELI	320 BELGROVE DR	KEARNY	NJ	07032	1			
122602	122602	509080	KAT SMOKE SHOP	682 BROADWAY	BAYONNE	NJ	07002	1			
122602	122622	315976	KIRK DISCOUNT	1089 BROAD ST	NEWARK	NJ	07102	1			
122608	876956		LANDMARK WINES & LIQ	58 BROADWAY	NEWARK	NJ	07104	1			
133004	051001		LANDMARK WINES	1546 N OLSEN AVE	TRANTON	NJ	08638	1			
122104	122629	509662	MRS GROCERY	737 MONTGOMERY ST	JERSEY CITY	NJ	07306	1			
122606	075996		M&M DELI	724 BROADWAY	BAYONNE	NJ	07002	1			
122103	122622	199648	MARINA STATIONERY	512 VAN HOUTEN AVE	PASSAIC	NJ	07055	1			
122103	122622	773352	MARINOS DELI	97 MCADOO	JERSEY CITY	NJ	07305	1			
122103	445928		MET FOOD-DINAR SYNK	424 33RD ST	UNION CITY	NJ	07087	1			
122101	400298		MET FOODS MARKET	315 BROAD AVE	LEONIA	NJ	07605	1			
122608	712223		MID TOWN EXXON	481 CENTRAL AVE	NEWARK	NJ	07107	1			
122106	576959		MIDLAND DELI & GROC	200 MIDLAND AVE	GARFIELD	NJ	07026	1			
122103	706779		MIGUEL RIZO & SON	3200 KENNEDY BLVD	UNION CITY	NJ	07087	1			
122605	679055		MINA TOBACCO & CO.	211 CATOR AVE	JERSEY CITY	NJ	07305	1			
122104	122629	502545	MIRA CAND/GIFT	310 NEWARK AVE	JERSEY CITY	NJ	07302	1			
122604	597084		MONTCLAIR SHELL	115 BLOOMFIELD AVE	MONTCLAIR	NJ	07042	1			
122608	184223		NEW WAY SUPERMARKET	408 ELIZABETH AVE	NEWARK	NJ	07112	1			
122629	651435		NEWPORT EXXON #39509	726 JERSEY AVE	JERSEY CITY	NJ	07110	1			
122603	216556		NEWSSTAND #1	CATHERWAY 1 RAYMOND PL	NEWARK	NJ	07102	1			
122103	122628	481905	NICK'S CANDY/GROCERY	109 14TH ST	HOBOKEN	NJ	07030	1			
122508	597785		NORTH JERSEY FARM	224 WESTSIDE AV	JERSEY CITY	NJ	07305	1			
122102	597785		NORTH JERSEY FARM	291 MAIN ST	LODI	NJ	07644	1			
122104	524335		PACIFIC VARIETY	315 PACIFIC AVE	JERSEY CITY	NJ	07104	1			
122606	275507		PAINTER DELI	656 BROADWAY	BAYONNE	NJ	07002	1			
122108	050288		PARTNERS DELI	232 MAIN ST	LODI	NJ	07644	1			
122107	018486		PAULSON LIQUORS	621 PAULSON AVE	CLIFTON	NJ	07031	1			
122108	376185		PINACLE MARKET	6018 BERGENTINE AVE	GUTTENBERG	NJ	07091	1			
122106	670975		PLAZA LIQUORS	503 PAULSON AVE	PASSAIC	NJ	07055	1			
122103	376452		PRICE KING	1100 WASHINGTON ST	HOBOKEN	NJ	07030	1			
122602	657450		QUICK PAIR	400 MADISON AVE	ELIZABETH	NJ	07201	1			
122107	710644		RAJ CONN & LIQ STORE	12 KEARNY AVENUE	KEARNY	NJ	07032	1			
122103	699931		SAH FOODLAND	4401 BERGEN TPKE	NORTH BERGEN	NJ	07047	1			
122608	701276		SATNAM STORE	31 COMMERCE ST	NEWARK	NJ	07102	1			
122104	425247		SAMAGRO CORP.	83 RESERVOIR AVE	JERSEY CITY	NJ	07307	1			
122104	642783		SAMAGRO MARKET	1133 SUMMIT AVE	JERSEY CITY	NJ	07307	1			
122101	771349		SECAUS NEWS	1504 PAT PLANK	SECAUCUS	NJ	07094	1			
122621	274253		SHELLERS FOOD	787 BROADWAY	BAYONNE	NJ	07002	1			
122104	548160		SHOP & BAG	125 AVON AVE	NEWARK	NJ	07108	1			

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WHOLESALER : 30520 IRVINGTON TOR. CO. <DIRECT>

TEMPLATE : DORAL MATCH TIN

TEMPLATE SRO : 0002

SALES LEVEL : 12XXKX

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ST ZIP CITY TAX CHAIN-TO SUPPLIER

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-TO	SUPPLIER
122603	122622	422270	SUGARBEE DIS. DTORCH	2321 RT. 22 WEST	UNION	NJ	07083	1			
122603	122629	773225	SHREE VAIBHAV LAXMI	506 CENTRAL AVE	JERSEY CITY	NJ	07307	1			
122603	122621	513284	SIMPLY AMERICAN	911 BROADWAY	BAYONNE	NJ	07002	1			
122109	122109	480017	STRAWBERRY BROOK	265 CENTRAL AVE	JERSEY CITY	NJ	07307	1			
122105	122629	588553	SUN LIQUOR	228 W ENGLEWOOD AVE	ENGLEWOOD	NJ	07631	1			
122104	122629	596458	SQUARE NEWS 2	88 5IP AVE	JERSEY CITY	NJ	07306	1			
122109	122629	066440	ST. JAMES S. MINI-MART	3572 KENNEDY BLVD	JERSEY CITY	NJ	07307	1			
122104	122629	274229	STATE NEWS	3000 JOHN F KENNEDY	JERSEY CITY	NJ	07306	1			
122104	122629	275772	STUYVESANT LIQUOR	2718 KENNEDY BLVD	JERSEY CITY	NJ	07306	1			
122108	122629	876830	SUMMIT NEWS	1200 SUNNIT AVE	UNION CITY	NJ	07087	1			
122101	122225	658987	SURCOO - GEORGE'S	100 ROUTE 4 EAST	ENGLEWOOD	NJ	07631	1			
122104	122629	436290	SUPER COMA CORP.	771 WESTSIDE AVENUE	JERSEY CITY	NJ	07306	1			
122603	122622	630817	SUPERMARKET LIQUORS	1079 BROAD ST	NEWARK	NJ	07102	1			
122608	122622	773247	T&E SUPERMARKET	943 BERGEN ST	NEWARK	NJ	07112	1			
122109	122622	319643	TEXACO FOOD MART	1000 COMMUNIPAW AVE	JERSEY CITY	NJ	07304	1			
122603	122622	639559	THE MAPLETON	764 IRVINGTON AVE	HAPLEWOOD	NJ	07040	1			
122606	122629	557690	TONY'S CONF.	409 KENNEDY BLVD	BAYONNE	NJ	07002	1			
122104	122629	273076	TONY'S DELI	361 KEARNY AVE	KEARNY	NJ	07032	1			
122602	122621	694192	TONY'S MOBIL GAS	475 NORTH AVE. EAST	CRANFORD	NJ	07016	1			
122103	122628	802406	TOWN SMOKE/NEWS	1034 WASHINGTON ST	HOBOKEN	NJ	07030	1			
122602	122621	023670	TWIN CITY LIQUOR	2 GARFIELD AVE	JERSEY CITY	NJ	07305	1			
122603	122622	275232	WEISBROD'S PHARMACY	980 S ORANGE AVE	NEWARK	NJ	07106	1			
122103	122103	705402	WINGSTON TOWER STAT	773 PATIADSE AVE	CLIFFSIDE PARK	NJ	07010	1			
122606	122620	233220	12 ST. DELI	329 AVENUE A	BAYONNE	NJ	07002	1			

PAGE BREAK TOTAL ACCOUNTS

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TOTAL QUANTITY

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TEMPLATE TOTAL ACCOUNTS

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TOTAL QUANTITY

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